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## WDAF-TV

## Flight Dates 10/16/12-10/22/12

Order Sep

00:15:00

Contract / Revision

583475 <sup>/</sup>

Product

Estimate #

C16C22

Original Date / Revision

Agency Com

Alt Order # Billing Type 09844853

10/17/12

15%

Cash

10/16/12

Billing Contact

**SPENCE 4 MO GOV** 

Order Type

**GENERAL** 

Advertiser Spence, David/R/Mo Gov

814 King Street

Billing Cycle

EOM/EOC Billing Calendar BROADCAST

Suite 400

Demographic A35+

Agency **Smart Media Group LLC** 

Rev Codes

SP-POL CAN

**Buying Contact** 

Sales Office DC-M

Product Codes PL1Ea

POL

Alexandria, VA 22314

Priority

2

Sales Region NAT Agency Ref

Advertiser Ref

814 King Street Suite 400

Alexandria, VA 22314

## Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

Order Share 25% Market Value 136200

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	34050
KCWE	%	0
KMBC	25%	34050
KMCI	%	0
KPXE	%	0
KSHB	25%	34050
KSMO	%	0

**Order Totals** Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 0.00 10/01/12 87 \$28,942.50 \$34,050.00 10/22/12 87 \$28,942.50 \$34,050.00 Totals \$28.942.50 \$34.050.00 0.00

											Total	
Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Γime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E1 4	10/18/12	10/19/12	M-F 9-10a	CM-Ali	9-10a	TF	:30	4	\$200.003	0.00 NM	4	\$800.00
			M-F 9-10a									
NEWS				REV								
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	TF	4	\$200.00	0.00						
E 2 4	10/18/12	10/19/12	M-F 10-11a	CM-Ali	10-11a	TF	:30	4	\$100.003	0.00 NM	4	\$400.00
			M-F 10-11a									
LIVE W	ITH KELL	Υ	~~	REV		,,						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	TF	4	\$100.00	0.00						
E 3 4	10/18/12	10/19/12	M-F 11a-12p	CM-All	11a-12p	TF	:30	4	\$100.003	0.00 NM	4	\$400.00
			M-F 11a-12p									
FAM FE	:UD		,	REV								
Sta	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				I		
Week: 10/	15/12	10/21/12	TF	4	\$100.00	0.00				ı		



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583475 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/16/12/ 10/17/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

Ln Ch	Start	End	Inventory Code	Brook	Start/End T	ime Dave	Len Sp	ote	Data Dri	Rtg Type	Tota Spots	ils Amount
E 4 4			M-F 12p-1p	CM-All		TF	:30	4	\$200.003	0.00 NM	4	\$800.00
NEWO			M-F 12-1p	DE) (	·							
NEWS	art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10		10/21/12	TF	4	***************************************	0.00						
E 5 4	10/18/1	2 10/19/12	•	CM-All	3-4p	TF	:30	4	\$100.003	0.00 NM	4	\$400.00
" IDOS	. 105		M-F 3-4p	DEV						l		
JUDGE	: JOE art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	<u>30013/4466K</u>		0.00						
6 4		2 10/19/12	M-F 4-5p	CM-All		TF	:30	4	\$250.003	0.00 NM	4	\$1,000.00
			M-F 4-5p									
JUDGE		Fud Data	Managemen	REV	D-4-	Dation						
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 4		Rating 0.00				•		
7 4		2 10/19/12	M-F 5-530a		5-530a	TF	:30	4	\$200.003	0.00 NM	4	\$800.00
			M-F 5-530a						,			*******
NEWS				REV						l		
***************************************	rt Date	End Date	<u>Weekdays</u> TF	Spots/Week		Rating						
Week: 10/		10/21/12 2 10/19/12	M-F 530-6a	<u>4</u> CN-ΔII	\$200.00 530-6a	0.00 TF	:30	4	\$200,003	0.00 NM	4	\$800.00
. 0 4	10/10/1	2 10/15/12	M-F 530-6a	CHALL	330-0a	,	.30	4	Ψ <u>2</u> 00.003	0.00 14101	7	φουσ.υσ
NEWS				REV						Ì		
	irt Date	End Date	<u>Weekdays</u>	Spots/Week	***************************************	Rating				j		
Week: 10/		10/21/12	TF	4		0.00			****	0.00.104		
9 4	10/18/1	2 10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	TF	:30	4	\$375.003	0.00 NM	4	\$1,500.00
NEWS			W-1 7-9a	REV								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	TF	4	\$375.00	0.00						
10 4	10/20/1	2 10/20/12		CM-AII	Sa 7-9a		:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS			Sa 7-9a									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	s-	1	\$300.00	0.00						
11 4	10/21/1	2 10/21/12		CM-AII	Su 7-9a	S	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS			Su 7-9a									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	S	1		0.00						
12 4	10/18/1	2 10/19/12	M-F 5-6p	CM-All	530-6p	TF	:30	4	\$400.003	0.00 NM	4	\$1,600.00
			530-6p		(5:30 PM-6:0	0 PM)						
NEWS	od Dada	End Data	Maskdaya	REV	Doto	Dating						
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> ⊤F	Spots/Week 4	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
13 4	·····		M-F 6-630p		6-630p	TF	:30	4	\$540.003	0.00 NM	4	\$2,160.00
		<del>-</del> <del>-</del>	M-F 6-630p		F		<del></del>	•			·	,
NEWS			•	REV								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						······································
Week: 10/ 15 4	<del>~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~</del>	10/21/12	TF	<u>4</u>		0.00	:30	1	\$100.003	0.00 8184	1	¢100.00
. 15 4	10/20/1	2 10/20/12	SA 1030-1130p Sa 1030-1130p	CIVI-AII	1030-1130p		:30	1	φ 100.00 3	0.00 NM	1	\$100.00
			74 1300 1100P									

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583475 Fligh

Flight Dates 10/16/12-10/22/12

**Hiatus Dates** 

Original Date / Revision 10/16/12/ 10/17/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
E15 4	10/20/12	2 10/20/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	S-	:30	1	\$100.003	0.00 NM	1	\$100.00
	ATE NT				D	Part and						
<u>Sta</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
E 17 4		2 10/19/12		CM-AII	930-10p	TF	:30	2	\$800.003	0.00 NM	2	\$1,600.00
NEWS			930-10p	REV	(9:30 PM-10:	00 PM)			,			
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/12	TF	2		0.00 TF	:30		¢400.00.3	0.00 NM	8	ቀን ግባር ርር
E 18 4 NEWS		2 10/19/12	M-F 1030-1102p M-F 1030-1102p	CIVI-AII REV	1030-1102p	<del>   </del>	:30	8	\$400.003	U.UU NIVI	Ö	\$3,200.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	·	10/21/12	TF	8	\$400.00	0.00						
E19 4		2 10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	S	:30	1	\$800.003	0.00 NM	1	\$800.00
NEWS		End Data	Mankdova	Spots/Week	Rate	Rating						
<u>عاد</u> Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> S	<u> </u>	\$800.00	0.00	•					
E 20 4	10/21/12	2 10/21/12	SU 1030-1102p Su 1030-1102p	CM-AII	1030-1102p	S	:30	1	\$400.003	0.00 NM	1	\$400.00
NEWS												
Sta Week: 10		End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
E 22 4 NLCS	10/18/12	2 10/18/12	MLB Championsl MLB Championsl		3p-CC	T	:30	1 !	\$2,200.003	0.00 NM	1	\$2,200.00
Sta Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$2,200.00	Rating 0.00						
E 23 4	10/18/12	2 10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	TF	:30	2	\$400.003	0.00 NM	2	\$800.00
NEWS				REV	<b>m</b>	D. C.						
<u>Sta</u> Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
E 24 4		2 10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS	•			REV								
Sta Week: 10		End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 25 4	10/22/12	2 10/22/12		CM-All	10-11a	M	:30	1	\$100.003	M/ 00.0	1	\$100.00
[ 1\/ <b>;=</b> \∧	VITH KELL	Y	M-F 10-11a	REV								
		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$100.00	0.00						
E 26 4		2 10/22/12	M-F 11a-12p M-F 11a-12p		11a-12p	M	:30	1	\$100.003	0.00 NM	1	\$100.00
FAM FI		Fad Date	مديد امراه ما ۱۸	REV Conta Mask	Data	Datina						
Sta Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00			, , , , , , , , , , , , , , , , , , ,			
E 27 4		2 10/22/12		CM-All		M	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS			· · · · · · · · · · · · · · · · · · ·	REV								



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583475 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/16/12/ 10/17/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

Ln Ch	Start	End	Inventory Code	Brook	Start/End T	ima Dave	Len Sp	nte	Rata Pri	Rtg Type	Tota Spots	ıls Amount
27 4		2 10/22/12		CM-All		M	:30	1	\$200.003	0.00 NM	0000 1	\$200.00
			M-F 12-1p		•							
NEWS	art Date	End Date	Mookdova	REV Spots/Week	Poto	Poting						
<u>ગ</u> Week: 10		10/28/12	<u>Weekdays</u> M	<u>30015/1/466K</u>	<u>Rate</u> \$200.00	Rating 0.00						
28 4		2 10/22/12	M-F 3-4p	CM-All		M	:30	1	\$100.003	0.00 NM	1	\$100.00
			M-F 3-4p		•							
JUDGE				REV								
<u>St.</u> Week: 10	art Date	End Date	<u>Weekdays</u> м	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
29 4		10/28/12	M-F 4-5p	1 CM-All		M	:30	1	\$250.003	0.00 NM	1	\$250.00
. 23 4	10/22/1	Z 10/ZZ/1Z	M-F 4-5p	CIVI-AII	4-5p	V	.50	1	\$200.003	0.00 14191	'	\$250.00
JUDGE	E JUDY		,,	REV								
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	· · · · · · · · · · · · · · · · · · ·	10/28/12	M	1	\$250.00	0.00						
30 4	10/22/1	2 10/22/12		CM-All	5-530a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS	:		M-F 5-530a	REV								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$200.00	0.00						
31 4	10/22/1	2 10/22/12	M-F 530-6a	CM-AII	530-6a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
			M-F 530-6a									
NEWS		C	Min alaska	REV	Data	Dation						
<u>ان ک</u> Week: 10	art Date	<u>End Date</u> 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
32 4		2 10/22/12		CM-All		M	:30	1	\$375.003	0.00 NM	1	\$375.00
	70.22,1		M-F 7-9a	• • • • • • • • • • • • • • • • • • • •		• •		•	40.0.00		,	40.00
NEWS				REV								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	M	1	\$375.00	0.00			A 400 000	0.00 1/11		***
33 4	10/22/1	2 10/22/12	M-r 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:0	M NO EM)	:30	1	\$400.003	0.00 NM	1	\$400.00
NEWS			530-op	REV	(3.30 Five-0.0	JO FIVI)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	)/22/12	10/28/12	M	1	\$400.00	0.00						
34 4	10/22/1	2 10/22/12	M-F 6-630p	CM-All	6-630p	M	:30	1	\$540.003	0.00 NM	1	\$540.00
NIMIAIO			M-F 6-630p	DEV/								
NEWS		End Date	Weekdays	REV Spots/Week	Pata	Rating						
Week: 10		10/28/12	M	1	<u>Rate</u> \$540.00	0.00						
35 4		2 10/22/12	M-F 1030-1102p M-F 1030-1102p		1030-1102p	M	:30	2	\$400.003	0.00 NM	2	\$800.00
NEWS			,550 1102p	REV						ł		
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/22/12	10/28/12	M	2	\$400.00	0.00						
36 4		2 10/22/12	M-F 630-7p M-F 630-7p		630-7p	M	:30	1 \$	\$2,200.002	0.00 NM	1	\$,2,200.00
WHEE		pa , ,		REV	<b>n</b> .	Detire						
	art Date	End Date 10/28/12	Weekdays M	Spots/Week	<u>Rate</u> \$2,200.00	Rating 0.00					~	
Week: 10 137 4		2 10/18/12				0.00	:30	1 5	\$2,200.003	0.00 NM	1	\$2,200.00
			MLB Champions		,					]		
NLCS										ı		



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583475 Flight Dates 10/16/12-10/22/12

<u>Hiatus Dates</u>

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Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

	<b>.</b>			Б.,	O					D. T	Tota	
Ln Ch	Start	End	Inventory Code		Start/End T		Len Spo		Rate Pri		dan amaza a	Amount
137 4	10/18/1	2 10/18/12	MLB Championsh MLB Championsh	•	3p-CC	T	:30	1 \$	52,200.003	0.00 NM	1	\$2,200.00
NLCS			WED CHAMPIONS	np oone								
	irt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T		\$2,200.00	0.00 F	.20	4 0	20,000,000	0.00 NA	4	<b>#0.000.00</b>
138 4	10/19/1	2 10/19/12	MLB Championsh MLB Championsh		3p-CC		:30	1 \$	\$2,200.003	0.00 NM	1	\$2,200.00
NLCS		Food Boto	ABC - Lod	O	D-4-	D-#						
Sta Week: 10/	<u>irt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$2,200.00	Rating 0.00						
39 4		2 10/19/12			10-1030p	F	:30	1	\$800.003	0.00 NM	1	\$800.00
FOX LA	TE NT		M-F 10-1030p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F	1	\$800.00	0.00						
40 4	10/22/1	2 10/22/12	M-F 10-1030p	CM-AII	10-1030p	M	:30	1	\$800.003	0.00 NM	1	\$800.00
FOX LA	TF NT		M-F 10-1030p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	22/12	10/28/12	м	1	\$800.00	0.00	,,,, <u>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</u>					
41 4	10/18/12	2 10/19/12	M-F 1102-1132p		M-F 1102p-1	132pTF	:30	1	\$125.003	0.00 NM	1	\$125.00
NEWS			M-F 1102p-1132p	REV								
	<u>irt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	~ ~ » » T [= ~ »	1		0.00			<del></del>			
42 4	10/18/1	2 10/19/12	•	CM-All	930-10p	TF	:30	1	\$800.003	0.00 NM	1	\$800.00
NEWS			930-10p	REV	(9:30 PM-10:	OO PIVI)						
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	TF	1	\$800.00	0.00						
43 4	10/18/1	2 10/19/12	M-F 10-1030p	CM-All	10-1030p	TF	:30	1	\$800.003	0.00 NM	1	\$800.00
FOX LA	TE NT		M-F 10-1030p									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	TF	1	\$800.00	0.00						
44 4	10/18/1:	2 10/19/12	M-F 1030-1102p	CM-AII	1030-1102p	TF	:30	1	\$400.003	0.00 NM	1	\$400.00
FOX LA	TE NT		M-F 1030-1102p									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	TF	1	\$400.00	0.00						
45 4	10/20/12	2 10/20/12	•	CM-All	10-1030p	S-	:30	1	\$0.00 VIP	0.00 NM	1	\$0.00
FOX LA	TE NT		Sa 10-1030p									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/21/12	S-	1	\$0.00	0.00						
46 4	10/18/12	2 10/19/12	•		M-F 1132p-1	202aTF	:30	1	\$0.00 VIP	0.00 NM	1	\$0.00
NEWS			M-F 1132p-1202a	REV								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/21/12	TF	1	\$0.00	0.00						
47 4	10/18/12	2 10/19/12	M-F 1202-1232a		1202-1232a	TF	:30	1	\$0.00 VIP	0.00 NM	1	\$0.00
			M-F 1202m-1232a	a REV						ŀ		



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Flight Dates 10/16/12-10/22/12

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Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	<u>Tota</u> Spots	ls Amount
N 47	4	10/18/12	10/19/12	M-F 1202-1232a	CM-All	1202-1232a	TF	:30 1	\$0.00 VIP	0.00 NM	1	\$0.00
				M-F 1202m-1232	!a							
	NEWS				REV							
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
W	eek: 10/	15/12	10/21/12	TF	1	\$0.00	0.00					

Totals

87 \$34,050.00